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# Successful European Business Strategies for Utah Companies

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# Why you need a business strategy in Europe

- High level of competition in the European Market
- It gives business owners a current assessment of the business as well as a roadmap for the future
- Many different barriers in Europe
- Customer needs, wants, and expectations will vary country to country. Don't treat Europe as one entity.





# European Barriers

- Legislation is NOT always the same as in the US
- Legislation may vary by EU country
- Specific Customs and Traffic Barriers per Country
- \$/€ exchange rates
- Demanding Distributors
- Local Competition
- Negative Attitudes
- Typical Business Culture
- Branch or subsidiary in EU is a MUST for public and military tenders



# How to Create a Successful European Strategy

- Research the market in which you would like to do business
  - “To create something exceptional, your mindset must be relentlessly focused on the smallest detail.”  
[Giorgio Armani](#)
- Work with a mentor that has experience in your desired market
- Create reasonable and strategic goals for the development of your company
- Address the five W's
  - **Who** - are you going to target?
  - **What** - do you want to sell them?
  - **Where** - are they located?
  - **When** - will you approach them?
  - **Why** - would they want to meet with you?